# OBU Project Outline

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| Requesting Business Unit: | **Lawn & Garden** | Requestor: | **Phil Reiter** |
| Date Submitted: | **1/04/2012** | | |

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| Project Name: | **Kmart Garden Club** |
| Worklenz ID: | **13547** |

## Business Request

## Business Need and Objectives

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| **Business Need** | To build online relevance and grow in consumers consideration and engagement. To be the one-stop resource for gardeners of all experience levels to go to when looking for gardening advice, information and special offers. The Garden Club will ultimately drive more Garden Shop traffic (new and repeat) and generate larger, more frequent in-store purchases. |
| **Project Overview** | The overall objective for the Kmart Garden Club is to be the one-stop resource that gardeners of all experience levels will use when looking for gardening advise, information and special offers.  The main purpose of the Garden Club website is to:   * Create stronger online presence and relevance * Create awareness about the Kmart Garden Shop (in-store) and the products and assortments carried * Build a community |
| **Desired Date** | 01 March 2012 |
| **KPI  (Key Performance Indicator)** | * Membership numbers * Conversion * Social sharing activity * Forum activity |

**Preliminary BU Financial Approval:**

Requesting Business Unit confirms the intent to fund this project should the scope, cost and delivery date commitment meet the Requesting Business Unit needs. No fees will be charged for the estimate itself.

BU Requestor: Print: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

BU Finance Approval: Print: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## Statement of Work (Completed by OBU)

## Project Description

The overall objective for the Kmart Garden Club is to be the one-stop resource that gardeners of all experience levels will use when looking for gardening advise, information and special offers.

* Create stronger online presence and relevance
* Create awareness about the Kmart Garden Shop and the products and assortments carried
* Build a community

We want to grow in consideration and be in the forefront of the consumers mind when thinking about making purchases for their lawn & garden. We will enlighten Garden Club Members of the variety and quality of Garden Shop products available at Kmart at great prices.

In turn, the Garden Club will ultimately drive more traffic (new and repeat customers) to the Garden Shop and generate larger, more frequent purchases.

## Deliverables

**Iterative Launch**

A destination website that includes:

**Delivery March 1, 2012:**  
·      Logo & Branding

* Web design:
  + Creative strategy
  + Wires & revisions
  + Comps & revisions
* Web site development

·      Content Strategy  
·      MML Content Integration  
·      Email sign-up for non-personalized Kmart Garden Club information   
·      Contextual Commerce (for Kmart content ONLY)  
·      Social Sharing   
  
**Delivery April 1, 2012:**  
·      3rd Plant Party Database integration (dependencies on 3rd party vendor)  
 **Delivery April 24, 2012:**  
·      Forums & Photos   
  
**Delivery July 20, 2012:**  
·      Single Sign-On  
·      Profile Integration  
·      SYWR Integration   
·      Post Purchase Follow-up Emails

## Assumptions & Exclusions

* Site will live on a sub-domain of Kmart.com
* UX and Development subject to 3rd Party Plant vendor limitations. Vendor will host and implement our header, footer and utilize our style and layout.

## Requesting Business Unit Obligations

* MML content prioritization
* Merchandising for online commerce
* Moderation for/Curate online forums
* If the client should not be available for Stakeholder reviews or are not able to provide approvals when required, we will have a day for day slip on the launch date of March 1st.

**UXA Timeline:**  
·        1/13 R1 Stakeholder Review (HE  C4-152A)   
  
·        1/17 R2 Stakeholder Review (HE)   
  
·        1/18 EOD Final Sign-off of Wireframes Due from BU  
  
    
**Content Strategy Planning Timeline:**  
·        1/13 Stakeholder Presentation of Content Strategy (HE)                
  
·        1/16 Deliver Final Content Matrix (Send PDF)  
  
   
·        1/25 Stakeholder Presentation of Editorial Calendar and Style Guide (Send PDF)  
  
·        1/30 Deliver Final 6 month Editorial Calendar and Style Guide (Send PDF)               
  
   
·        2/27 Stakeholder Presentation of Content Maintenance Plan and Future Content Recommendations (Send PDF)  
·        2/1 Deliver Final Content Maintenance Plan and Future Content Recommendations (Send PDF)  
  
·        2/29 Content Strategy Planning Completed  
  
 **Omniture Discovery Timeline( Product Management):**  
·        1/18 – 1/25  Omniture Discovery takes Place  
  
  
**Copy Timeline:**  
·        1/25 R1 Stakeholder Review (HE)  
  
·        1/27 R2 Stakeholder Review  
  
·        1/31 EOD Final Sign-off of copy Due from BU  
  
   
**Creative Timeline:**·        1/25 R1 Stakeholder Review (HE)  
  
·        1/27 R2 Stakeholder Review  
  
·        1/31 EOD Final Sign-off of Creative Due from BU  
  
   
**Architecture/Environment Timeline:**  
·        1/30 to 2/13 Content Upload           
  
·        2/13 Code Freeze  
  
·        2/13 to 2/16 QA Testing   
  
·        2/16 to 2/21 Security Review        
  
·        2/21 to 2/24 Legal Review              
  
·        2/24 to 2/28 User Acceptance Testing       
  
·        2/28 to 2/29 Push to Production  
  
·        2/29 to 3/1 Client Review

·        **3/1 Launch**

## Project Costs & Timeline (Completed by OBU)

## Project Costs

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| --- | --- |
| Iteration 1 and 3 (Brilliant Basics) | $337,000 |
| Iteration 2 (3rd Party Plant Vendor Database Integration) | $36,000 |
| Email Programming, Development, and Distribution | $13,000 |
| Iteration 4 (Profile and SYWR) | $378,000 |

|  |  |
| --- | --- |
| **Total Cost** | **$764,000** |

## Timeline

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| --- | --- |
| Start Date: | **21 November 2011** |
| Delivery Date: | **Launch: 01 March 2012** |

## Expiration

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| --- | --- |
| Estimate valid until: | **06 January 2012** |
| Delivery valid until: | **06 January 2012** |

## Note: The OBU will validate the project Total Cost estimate and timeline upon completion of wireframes and prior to commencement of code development. If the validated cost estimate exceeds the above Total Cost by more than 10%, approval shall be obtained from the OBU Project Review Board prior to commencement of code development.

## Cost & Timeline Approval

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| --- | --- | --- |
|  | **Name** | **Title** |
| OBU Product Lead: | **John Harris** | Director, E-commerce Product Management |
| OBU Engineering Lead: | **Brendan Gualdoni** | Director, Creative/Design |
| OBU UX Lead | **Kristen Miller** | Director, Creative/Design |

## Funding and Chargeback (Completed by BU)

## Please provide signatures and chargeback information below. No development will begin without acceptance and approval of Project Costs.

|  |  |
| --- | --- |
| Unit # (PeopleSoft Ledger- 5 digit numerical): |  |
| Account # (5 digit numerical): |  |

Payment Terms. OBU is prepared to begin this project immediately upon receipt of signed copies of this Project Outline. Upon signing, 50% of project costs will be charged to the Unit and Account number provided above. The second 50% of project costs as well as any changes to scope and estimates will be charged upon project completion.

Estimates. Except where otherwise noted, the costs specified in this Project Outline are the OBU’s best estimates and are based on hourly rates. Throughout the development process, an OBU Project Manager will work with Requesting Business Unit to provide up-to-date information and advice related to the project scope and timeline. As long as OBU has control over the scope of the project, project estimates are typically accurate estimates, unless Requesting Business Unit orders a change in scope or the project runs long through unexpected iterations, complexities, or Requesting Business Unit delays. Development cost is based on the project scope and timeline outlined; if the project scope is altered or deadlines change, development costs will be adjusted. Estimate assumes the Requesting Business Unit delivers all content in OBU specified format.

Expenses. Pricing does not include image royalty or software licensing, if applicable. All third party costs are estimates. Third party expenses will be billed and paid by Requesting Business Unit at cost.

Signature constitutes agreement to pay the above Total Cost, to be charged to the Unit and Account numbers provided. Project Delivery Date will be confirmed upon completion and approval of functional wireframes. Any functional, design or technical requests in addition to the work described in the attached PRD may result in increased costs, project delay, or both, and shall be requested via submittal of a new Business Intake Request & Funding Form.

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| **Sign-off:** | **Name** | **Title** | **Signature** | **Date** |
| BU Requestor | Phil Reiter | Dir, Marketing/Planning |  |  |
| BU Approval | Martin Lee | VP, CMO - Tools, Lawn & Garden |  |  |

**Corporate Finance Approval Limits:**

Manager up to $100,000

Director up to $250,000

DVP up to $500,000

VP up to $750,000

SVP or direct report to CFO up to $999,999